ROBERT J. SHEPHERD

Assistant Professor, University Honors Program, Department of Anthropology, & Elliott School of International Affairs
The George Washington University

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EDUCATION

Doctor of Philosophy, George Mason University, Fairfax, Virginia, May 2002. Dissertation Title: "Suspect Others: Tourism & Development in the Field of Anthropology."

Committee: Dr. Jean-Paul Dumont, Robinson Professor of Anthropology; Dr. Donald Lavoie, David H. and Charles G. Koch Chair of Economics, School of Public Policy; Dr. Peter Brunette, Professor of English and Chair, Program on Film Studies.

Master of Arts, Northeastern University, Boston, Massachusetts (1982)

Bachelor of Arts, University of Delaware, Newark, Delaware (1980)

PROFESSIONAL EXPERIENCE

8/2006 – ASSISTANT PROFESSOR, University Honors Program & Department of Anthropology, George Washington University, Washington, DC.

1/2006 – 6/2006: VISITING ASSISTANT PROFESSOR, University Honors Program & Department of Anthropology, George Washington University, Washington, DC.

9/2002 – 12/2005: PROFESSORIAL LECTURER, University Honors Program and Department of Anthropology, George Washington University, Washington, DC.

Courses Taught:

- The Anthropology of Human Rights & Ethics
- Anthropology of Development
- Chinese Culture and Society
- Southeast Asian Cultures
- East Asian Cultures
- Introduction to Cultural Anthropology
- Graduate Seminar: Tourism, Heritage and Development
- Graduate Seminar: Anthropological Approaches to Tourism
- Graduate Seminar: Anthropology of Development
- Honors Seminar: "Origins and Evolution of Modern Thought"

- Honors Seminar: "Introduction to Chinese Philosophy"
- Honors Seminar: "Foundations of Modernity"
- Honors Seminar: "Modernization & Development"
- Honors Seminar: "Culture & Human Rights"
- Honors Introduction to Socio-Cultural Anthropology

8/20/96 -- 9/1/2000: INSTRUCTOR, Institute for Educational Transformation, Graduate School of Education, George Mason University, Fairfax, Virginia.

8/25/94 -- 5/26/96: TECHNICAL TRAINER, United Nations Development Program UNDP) 'Technical Cooperation among Developing Countries' (TCDC) Program, Coordinating Committee for International Technical Cooperation, State Secretariat, Government of Indonesia, Jakarta, Indonesia.

9/1/93 -- 7/1/94: VISITING PROFESSOR, Department of Foreign Languages and Literature, National Chung Hsing University, Taichung, Taiwan.

8/29/89 -- 8/31/92: UNITED NATIONS VOLUNTEER/TEACHER, United Nations Development Program (UNDP) Training Institute, Beijing International Studies University (北京第二外国语学院), Beijing, China.

9/20/88 -- 8/21/89: TEACHER, Arlington Education & Employment Program (REEP), Wilson School, Arlington, Virginia.

9/25/85 -- 1/21/88: PEACE CORPS VOLUNTEER, Sri Dilpeshwar Secondary School, Dipayal, Doti, Nepal.

STUDY-ABROAD PROGRAM EXPERIENCE

I have designed and led seven summer field programs for undergraduates and have also taught with the University of Virginia's 'Semester at Sea' Program.

Summer 2012: Program Director, "Heritage, Tourism and Development on China's Ethnic Frontiers", The George Washington University

This was a three-credit, undergraduate experiential learning field program in Beijing, Gansu, Sichuan, and Shaanxi Provinces, China, June 10th – July 1st, 2012.

Summer 2010: Program Director, "China's Cultural Frontiers", The George Washington University

This three-week one credit experiential program took students from Beijing to Gansu Province and then overland to Chengdu, Sichuan Province via Labrang Monastery and Jiuzhaigou National Park, May 30th – June 18th, 2010.

Summer 2009: Program Director, "Culture & Society in Contemporary China", The George Washington University.

Designed and led a three-week intensive field school that took students to Beijing, Datong, and Mount Wutai, Shanxi Province, June 13th – July 4th, 2009.

Summer 2008: Program Director, "Socio-Economic Change in Contemporary China", The George Washington University.

Led a five-week summer program for GW undergraduate students on the campus of the Beijing International Studies University (北京第二外国语学院), Beijing, China, May 26th - June 29th, 2008.

Summer 2007: Program Director, "Beijing Language and Culture" Program, The George Washington University.

Planned, designed, administered and lead a six-week summer program for GW undergraduate students on the campus of the Beijing International Studies University (北京第二外国语学院), Beijing, China, June 25th – August 3rd, 2007.

Summer 2006: Visiting Lecturer, University of Virginia, Semester at Sea Program.

I taught two anthropology courses on a nine-week academic voyage to Taiwan, Japan, South Korea, Hong Kong, Singapore, Malaysia & Vietnam.

Summer, 2002: Program Leader, "In Search of Shangri-la: Travels in China and Tibet", Center for Global Education, George Mason University.

Designed and lead a one month undergraduate program to Beijing, Xian, Xining, Lhasa, Shigatse, Chengdu, and Shanghai.

Summer 2001: Program Leader, "Beyond the Wall: Contemporary China & Tibet", Center for Global Education, George Mason University.

Designed and lead a one month study tour to China, Inner Mongolia and Tibet cross-listed with the GMU Departments of History, Anthropology, and Government.

PUBLICATIONS

Under Review:

"Human Action, Catallaxy, and *Metis*: Austrian Economics and the Anthropological Critique of Development." *Anthropological Theory*

Forthcoming:

- "Cultural Heritage in China." *Encyclopedia of Global Heritage* (Eds. Helaine Silverman and Claire Smith). New York: Springer Press, 2013.

- "Heritage as a Development Resource in China: A Case Study in Heritage Preservation and Human Rights" in Bryan Garrod and Allan Fyall (eds.), *Contemporary Cases in Heritage*, Volume I. London: Goodfellow Publishers, projected 2013.

- "Religion or Lifestyle?" Review of Benjamin Perry's *The Religion of Falun Gong*. University of Chicago, 2012. *The China Journal*.

Books & Book Chapters:

1. (2013) *Faith in Heritage: Displacement, Development, and Religious Tourism in Contemporary China*. Walnut Creek, CA: Left Coast Press.

2. (2013) With Larry Yu, *Managing the Past to Serve the Present: Heritage Management, Tourism and Governance in China*. "Multidisciplinary Perspectives in Archeological Heritage Management" ICOMOS series, New York: Springer Press.

3. (2012) "Shaping Heritage to Serve Development: Bureaucratic Conflict & Local Agency at Two Chinese Heritage Sites" in Sarah Lyon & Christian Wells (eds.) *Global Tourism: Cultural Heritage and Economic Encounters*. Lanham, MD: Alta Mira Press, 61-80.

4. (2012) "Localism Meets Globalization at an American Street Market" in Gordon Mathews, Gustavo Luis Ribeiro, and Carlos Alba (eds.) *Globalization From Below: The World's other Economy.* New York & London: Routledge, 186-202.

5. (2011) *Partners in Paradise: Tourism Practices, Heritage Policies, and Anthropological Sites.* New York: Peter Lang.

6. (2010) *The People's Dynasty: Culture and Society in Modern China*. New York: Modern Scholar Audio Books.

7. (2009) "I Bought this at Eastern Market: Vending, Value and Social Relations in an Urban Street Market" in Donald Wood (ed.), *Economic Development, Integration, and Morality in Asia and the Americas*, Annual Review of Economic Anthropology, Volume 29. London: Emerald Publishing, 381-406.

8. (2008) "Cultural Preservation, Tourism, and 'Donkey Travel' on China's Frontier" in T.C. Chang and Tim Winter (eds.), *Asia on Tour: the Rise of the Asian Tourist*. London: Routledge Press, 253-263.

9. (2008) *When Culture Goes to Market: Space, Place and Identity in an Urban Marketplace*. New York: Peter Lang.

Peer-Reviewed Articles:

1. (2012) With Larry Yu and Gu Huimin, "Tourism, Heritage and Sacred Space: The Case of Wutai Shan, China." *Journal of Heritage Tourism* (7:2), 145-161.
2. (2011) "Historicity, Fieldwork, and the Allure of the Post-Modern: A Reply to Ryan and Gu." *Tourism Management* (32:1), 187-190.
3. (2009) "Cultural Heritage, UNESCO, and the Chinese State: Whose Heritage and for Whom?" *Heritage and Society* 2:1, 55-79.
4. (2007) "A Perpetual Unease or Being at Ease? Daoism, Derrida, and the Metaphysics of Presence." *Philosophy East & West* 57:2, 227-243.
5. (2006) "UNESCO & the Politics of Cultural Heritage in Tibet." *Journal of Contemporary Asia* 36:2, 243-257.

6. (2005) “Age of the Law’s End: Falun Gong and the Cultivation of Modernity in Post-Maoist China” *International Journal of Cultural Studies* 8:4, 387-404.
7. (2003) “Fieldwork without Remorse: Travel Desires in a Tourist World.” *Consumption, Markets & Culture* 6:2, 133-144.
8. (2002) “Commodification, Culture and Tourism.” *Tourist Studies* 2:2, 183-201.
9. (2002) “A Green and Sumptuous Garden: Authenticity, Hybridity, and the Bali Tourism Project.” *South East Asia Research* 10:1, 63-97.
10. (1989) “Socio-Economic Change in Far-West Nepal.” *Asian Survey* 24:6, 573-579.

Other Academic Articles:

- (2010) "Global Tourism Flows, Social Change and China". *Anthropology News* 51:8 (November 2010), 13.
- (2000) “Aid, Modernity and the Asian Miracle.” *Southeastern Review of Asian Studies* XXII, 21-37.
- (1992) “Through Western Eyes.” *Hawaii Pacific Review* 7, 50-57.

Encyclopedia Entries:

- (2012) “Sukarno.” *Cultural Sociology of East and Southeast Asia*, Volume III. Eds. Orlando Patterson & Geoffrey Golson. Thousand Oaks, CA: Sage Publications.
- (2012) “Democracy and Human Rights in Southeast and East Asia.” *Cultural Sociology of East and Southeast Asia*, Volume III. Eds. Orlando Patterson & Geoffrey Golson). Thousand Oaks, CA: Sage Publications.
- (2011) “Consumer Culture in East Asia.” *Encyclopedia of Consumer Culture*. Ed. Dale Southerton. Thousand Oaks, CA: Sage Publications.
- (2011) “Consumer Policy in China.” *Encyclopedia of Consumer Culture*. Ed. Dale Southerton. Thousand Oaks, CA: Sage Publications.

Book Reviews:

- (2010) Review of Yan Hairong’s *New Masters, New Servants: Migration, Development, and Women Workers in China*. Duke University Press, 2008. *Anthropological Quarterly* 83:4, 947-950.
- (2009) Review of *Authenticating Tibet: Answers to China’s 100 Questions* (Anne-Marie Blondeau & Katia Buffetrille, editors). Berkeley: University of California Press, 2008. *Journal of Contemporary Asia*, 39:3, 490-492.
- (2006) Review of Pál Nyíri’s *Scenic Spots: Tourism, the State, and Cultural Authority*. Seattle: University of Washington Press, 2006. *American Anthropologist* 108:4, 916-917.
- (2004) “Is Taiwan Chinese?” Review of Melissa J. Brown’s *The Impact of Culture, Power, and Migration on Changing Identities*. Berkeley: University of California Press, 2004. *Anthropological Quarterly* 77:3, 611-614.

Consultant Reports:

(2010). “Observing Census Enumerations of Chinese-Speaking Households in the 2010 U.S. Census Project”. Social Science Research Division, United States Census Bureau, Suitland, Maryland.

Other Publications:

- "Financing Apartheid." *Dollars and Sense* 100 (October 1984), 9-10.
- "South Africa's Golden Armor." *The National Reporter* 9:1 (Winter 1985), 24-27.
- "Nepal's Unknown National Park." *Great Expeditions* 10:1 (Spring 1989), 24-28.
- "China Stereotypes." *The Buffalo News* (July 5, 1990), 14.
- "Happy Tourist, Unhappy Traveler." *Himal* (Sept/Oct 1990), 37-38.
- "Out of the Question in China." *The Buffalo News* (February 9, 1992), 32.
- "Sportsmanship and Winning." *China Sports* 24:8 (August 1992), 39-41.
- "Stranger Than Paradise." *Chung Hsing University Review* 12 (Spring 1994), 21-24.
- With Mr. Chang Hsitung, *Take Off in English Today* (Volumes I & II). Taipei, Taiwan: Da Neng Publishing Company, 1995.
- *Communicating Through English: A Multi-Skills Text*. Jakarta: Indonesian State Secretariat, 1995.
- *Bahasa Inggris: How to Speak American English* (Volumes I & II). Jakarta: Indonesian State Secretariat, 1995.
- "Defining What an American Is." *The Jakarta Post* (October 26, 1995), 7.
- "Foreign Teachers at Private English Language Schools." *The Jakarta Post* (March 29, 1996), 5.

CONFERENCE & OTHER PRESENTATIONS

(2012), "Contesting Preservation: A Global Environmental Regime and Local Community in China." Society for Applied Anthropology Annual Meeting, Baltimore, MD, March 28th.

(2011), Discussant, "Fifty Years of Peace Corps in Asia" Voices from the Field." Sigur Center for Asian Studies, George Washington University, November 7th.

(2011) "Observing Census Enumeration of Non-English-Speaking Households in the 2010 Census", Social Science Research Division, United States Census Bureau, Suitland, Maryland, August 18th.

(2011) Panelist, "The Rise of China: the Political, Economic and Cultural Effects of China's Rise". Global China Connection and Organization of Asian Studies, George Washington University, April 12th.

(2011) Discussant, "Homeward Bound: Chinese Reverse Migration and Identity." Asia Society, Washington, DC, March 22nd.

(2011) "Tourism, Heritage, and Sacred Space in China". Sigur Center for Asian Studies Faculty Lecture Series. Elliott School of International Affairs, George Washington University, February 7th.

(2010) "Shaping Heritage to Serve Development: Bureaucratic Conflict & Local Agency at Two Chinese Heritage Sites". Plenary Session Presentation, *Contested Economies: Global Tourism and Cultural Heritage*. April 9th-10th, Society for Economic Anthropology Annual Meeting.

(2009) "The Politics of Open Borders, From Tibet to Taiwan" Invited Speaker, Brown University Strait Talk Symposium, November 9th, 2009.

(2009) "Heritage and Local Agency: Development Desires versus Preservation at a Chinese Temple Site" *Heritage, Community, and Conservation*. Society for Applied Anthropology Annual Meeting, Santa Fe, New Mexico, March 17th.

(2008) "'It's So Chaotic Now': Privatizing Housing in Chinese State Work Units". *Crafting Policies for Development-caused Urban Displacement and Resettlement Panel*. Society for Applied Anthropology Annual Meeting, Memphis, Tennessee, March 28th.

(2007) "Whose Heritage? Cultural Preservation and Tourism in Tibet". *Cultural Heritage and the Work of Anthropology: Critical Perspectives*. 106th meetings of the American Anthropological Association, Washington, DC, November 30th.

(2005) "When the Iron Rice Bowl Meets the Market: Falun Gong and the (Cult)ivation of Modernity in Post-Maoist China". *The Poetics of Culture in Everyday Asia*. Association for Asian Studies Annual Convention, Chicago, April 2nd.

(2004) "UNESCO & the Politics of Cultural Heritage in Tibet". *Modernization and Transformation in China*. Association for Asian Studies' Mid-Atlantic Regional Conference, University of Pennsylvania, October 23rd.

(2003) "Tourism in Tibet: Chinese Strategies, Tibetan Tactics, and the Question of Culture". *Demarcating Difference: Inscriptions of Otherness from Tourism to Total War*. Association for Asian Studies Annual Convention, March 26th.

(2003) "From the Temple to the Market: Commodification, Culture, and Tourism". 100th Annual Conference of the American Anthropological Association, Washington, DC, December 2nd.

(2001) 'Not Like Them: Travel Desires in a Tourist World. SUNY-Binghamton 'Crossing the Boundaries IX' Annual Conference, March 31st.

(2000) "From the Oriental to the Thug: Paul Theroux's China". The Association for Asian Studies, Mid-Atlantic Regional Conference, Lehigh University, October 28th, 2000.

(1999) "The Development of 'Development': Aid, Modernity & the Asian Miracle". *Money and Politics in South and Southeast Asia*. Association for Asian Studies, Southeast Regional Conference, Duke University, Durham, North Carolina, January 15th.

(1999) "Development & Aid" George Mason University Faculty-Student Cultural Studies Colloquium, November 1999.

(1999) "Imagining Paradise: The Construction of Bali in Western Discourse". Post-Coloniality and *Post-Modernity*. International Association of Philosophy and Literature 23rd Annual Conference, Trinity College, Hartford, Connecticut, May 12th. .

(1999) "Consuming the (Domestic) Other: Tourism, the State and National Identity in New Order Indonesia". *Tourism and National Identity in Asia*. Association for Asian Studies, Mid-

Atlantic Regional Conference, Gettysburg College, Pennsylvania, October 30th.

(1998) "Travel Writing and Tourist Desire: Reading Travelers Writing China". Graduate Student International Studies Conference, Virginia Commonwealth University, Richmond, April 3rd.

(1997) "Timelessness and the Exotic at the National Museum of Natural History" 'Text, Archive, Trace' Conference, SUNY-Buffalo, April 5th.

LANGUAGES

Mandarin Chinese, Indonesian, Nepali

AWARDS & FELLOWSHIPS

- 1981-1982: Graduate Fellowship, Northeastern University Department of History
- Fall 1999: Graduate Teaching Assistantship, Department of Anthropology, George Mason University
- 1998-2001: Graduate Research Assistantship, School of Management, George Mason University
- 1999: George Mason University Graduate Fellowship
- 2000: Doctoral Research Grant, George Mason University Cultural Studies Program
- 2004: George Washington University Summer Curriculum Development Grant
- 2005: National Endowment for the Humanities Summer Seminar on Southeast Asia, East-West Center, University of Hawaii at Manoa.
- 2005: Carnegie Foundation Nominee, Teacher of the Year.
- 2008-2011: Sigur Center for Asian Studies Summer Field Research Grants.

UNIVERSITY & PROFESSIONAL SERVICE

- George Washington University Honors Program Strasser Prize Committee (2004-2012)
- George Washington University, Shapiro Scholarship Committee (2005-2010)
- George Washington University, Luce Scholarship Committee (2008-2012)
- Faculty Advisor, George Washington University Enosinian Debate Society (2005-2007)
- George Washington University Honors Program Curriculum Committee: Origins and Evolution of Human Thought (2006-2009)
- George University Honors Program Curriculum Committee: Social and Behavioral Sciences Pro-Seminar (2006-2009)
- George Washington University Department of Anthropology Adjunct Faculty Committee (2008-2009)
- George Washington University Department of Anthropology Departmental Library Committee (2008-2009)
- George Washington University Faculty Committee on Honors and Academic Convocations (2010-2011)
- Fellowship Reviewer, National Science Foundation, Cultural Anthropology Division (2010-2012)

- Peer Reviewer: *Anthropological Quarterly*, *Ethnology*, *Modern China*, *Journal of Asian Studies*, *Journal of Hospitality*, *Journal of Daoist Studies*, *Journal of Tourism & Recreation, Journal of International Studies*, *Human Organization, Journal of Contemporary Asia, Tourism Management*.

THESIS ADVISING

2007:

1. Anna Philips, "The Glass Cage: Successes and Failures of Gender Quotas in Uganda" [UHP & ESIA Senior Thesis).
2. Katrina Walasik, "The Proselytization of Religion in Developing Countries: A Focus on Mormon Missionaries in the Philippines" (UHP & ESIA Senior Thesis).
3. Stacy Thompson: "Backpacking America: Youth Hostels in New York City" (MA Thesis, Anthropology).
4. Jennifer Lacy-Nichols, "Evaluating an Urban Organic Market Project" (Senior Thesis, Anthropology).

2008:

1. Vik Jayadeva, "Organ Trafficking in India & China" [UHP & ESIA Senior Thesis).
2. Jamie France, "Regional Integration and Trade: The Impact of NAFTA" [UHP & ESIA Senior Thesis).
3. Christopher Burk: "The Economic and Social Impact of the Sex Work Industry" [ESIA Senior Thesis).
4. Jillian Cohen, "Fashion is Spinach: Retro Nostalgic Fashion Consumption in U Street & Adams Morgan" (Anthropology Senior Thesis).
5. Marlene Aillourard, "The Role of European Fishing Agreements in Depleting Senegal's Fish Stocks" (UHP Senior Thesis).

2009:

1. J.J. Silverstein, "International Remittances and the Ethiopian Community in Washington, DC" (UHP & ESIA Senior Thesis).
2. Katie Wallner, "The Moral Pandemic: HIV/AIDS" (UHP & ESIA Senior Thesis).
3. Vanessa Okoro, "Chinese Democracy: The Unattainable American Dream?" (ESIA Senior Thesis).
4. Rachel Tripathy, "Grassroots Environmentalism in India: What Non-American Movements are Doing to Save the Environment" (Elliot Scholars Program / Senior Thesis).
5. Lucas Beard, "Biogas Energy: A Future Solution for India and China" (Senior Thesis, ESIA & University Honors Program).
6. Felicity Forsyth; "Micro-Credit Programs in Practice: A Regional Comparison & Analysis of the Grameen Bank and the Bangladesh Rural Advancement Committee (Senior Thesis, University Honors Program & ESIA).

2010:

1. Meaghan Perkins, "Alternative Currency Systems: A Comparison of the *Instituto Palmas* in Brazil and a Local Credit System in Berkshire, Massachusetts"(Senior Thesis, ESIA).

2. Harry Woodhouse, Jr. "Linguistic Nationalism in Cross-Cultural Context: The Mauritian Education System" (Senior Thesis, ESIA & University Honors Program).

2011:

1. Julia Haigney, "Global Climate Change and Bangladesh" (Enosinian Scholar & Senior Thesis).
2. Christine Bhattacharya, "Chinese Educational Reforms 1979-2010" (Senior Thesis, University Honors Program).
3. [Second Reader] Caylan Ford, "Tradition and Dissent: The *Tuidang* Movement and Its Challenge to the Chinese Communist Party" (Masters Thesis, ESIA).

2012:

1. Elyse Inguanti, "Civil Society Development in Post-Gadhafi Libya: Challenges and Prospects" (ESIA Undergraduate Scholar).
2. Rebecca Remis, "Organic Agriculture in China: Panacea or Trap for the Rural Poor?" (Gamow Scholar & ESIA Undergraduate Scholar).
3. Marianne Spencer, "Shifting Populations and Policies: The Past, Present, and Future of Rural-Urban Migration in China" (ESIA undergraduate thesis).
4. Tatiana Reves, "Morales and Poverty in Bolivia" (ESIA undergraduate thesis).
5. Shweta Bansil, "Obesity in India: A Consequence of Global Integration" (CCAS undergraduate thesis).

REFERENCES

- Dr. Kitty Allen, Professor of Anthropology (Emeritus), The George Washington University (kitallen@gwu.edu)

- Dr. R. Richard Grinker, Professor of Anthropology, The George Washington University, Editor, *Anthropological Quarterly* (rgrink@gwu.edu)

- Dr. Helaine Silverman, Professor of Anthropology & Director, Collaborative for Cultural Heritage Management and Policy, University of Illinois-Urbana (helaine@illinois.edu)

- Stephen Lubkemann, Associate Professor of Anthropology, The George Washington University, Associate Editor, *Anthropological Quarterly* (sl02@gwu.edu)